

CoolSculpting Marketing Services

Riverside Medical, S.C. Co-Op Q3+Q4 2022

Total Marketing Expenses

(07/01/2022 - 12/31/2022)

Total Google Ads: \$16,905.57
Total Facebook Ads: \$ 4,203.35
Total Marketing Service Fees: \$ 6,250.00
Total CoolSculpting Marketing Cost: \$27,358.92

Google Ads | Chris Zelig | Riverside Medical SC 747-485-3321 | All campaigns

Overview | Campaigns | Budget | Status | Clicks | Impr. | CTR | Conversions | Conv. rate | Cost / conv. | Search lost IS (budget) | Avg. CPC | Cost

Campaign	Budget	Status	Clicks	Impr.	CTR	Conversions	Conv. rate	Cost / conv.	Search lost IS (budget)	Avg. CPC	Cost
search coolsculpting	\$112.77/day	All ads limited by policy	1,347	17,310	7.78%	101.00	7.50%	\$167.38	8.80%	\$12.55	\$16,905.57
CoolSculpting	\$15.00/day	Paused All ads limited by policy	0	0	—	0.00	0.00%	\$0.00	—	—	\$0.00
CoolSculpting 1	\$15.00/day	Paused	0	0	—	0.00	0.00%	\$0.00	—	—	\$0.00
CoolSculpting BMM	\$20.00/day	Paused All ads limited by policy	0	0	—	0.00	0.00%	\$0.00	—	—	\$0.00
CoolSculpting Exact	\$45.00/day	Paused All ads limited by policy	0	0	—	0.00	0.00%	\$0.00	—	—	\$0.00
search beta coolsculpting broad	\$5.00/day	Paused All ads limited by policy	0	0	—	0.00	0.00%	\$0.00	—	—	\$0.00
search beta coolsculpting generic	\$26.00/day	Paused All ads limited by policy	0	0	—	0.00	0.00%	\$0.00	—	—	\$0.00
search beta coolsculpting generic broad	\$5.00/day	Paused All ads limited by policy	0	0	—	0.00	0.00%	\$0.00	—	—	\$0.00
search alpha coolsculpting	\$25.91/day	Paused All ads limited by policy	0	0	—	0.00	0.00%	\$0.00	—	—	\$0.00
Total: Filtered campaigns			1,347	17,310	7.78%	101.00	7.50%	\$167.38	8.80%	\$12.55	\$16,905.57
Total: Account	\$112.77/day		1,347	17,310	7.78%	101.00	7.50%	\$167.38	8.80%	\$12.55	\$16,905.57

Reporting is not real-time. Time zone for all dates and times: (GMT-05:00) Eastern Time. Learn more
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

Google Ads | Chris Zelig | Riverside Medical SC 747-485-3321 | All campaigns | search | coolsculpting

Overview | Ad status: All | Add filter

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$112.77/day | Optimization score: 58.1%

Ads | Add dynamic images: Enhance your text ads with your landing page images using dynamic images, which can improve your CTR

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
(Keyword Riverside Medical) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more riversidemedicalsc.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick...	0. coolsculpting - general	Eligible (Limited) Policy (Restricted drug terms +1 more)	641	8.52%	\$8,833.64
Riverside Medical Fat Reduction in Chicago, IL Non-Surgical Fat Reduction +11 more riversidemedicalsc.com/coolsculpting/chicago Is Freezing Fat Right For You? Book A Free CoolSculpting Consultation Today. Our Biggest CoolSculpting Discount Ever. Ge...	4. lipo	Eligible (Limited) Policy (Restricted drug terms +1 more)	267	5.18%	\$2,399.26
(Keyword Riverside Medical) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more riversidemedicalsc.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick...	1. coolsculpting - price	Eligible (Limited) Policy (Restricted medical content +1 more)	191	13.45%	\$2,174.10
(Keyword Riverside Medical) CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more riversidemedicalsc.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick...	2. body sculpting	Eligible (Limited) Policy (Restricted medical content +1 more)	130	8.71%	\$1,628.37
Riverside Medical CoolSculpting in (LOCATION/City) Freeze Away Body Fat +10 more riversidemedicalsc.com/coolsculpting/chicago Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments. Expert, Safe Fat Loss With Quick...	x. non-service medspa	Eligible (Limited) Policy (Restricted medical content +1 more)	19	3.56%	\$307.61
[Dynamically generated headline] [Dynamically generated display URL]		Eligible (Limited)			

Google Ads | Chris Zelig | Riverside Medical SC 747-485-3321 | All campaigns | search | coolsculpting

Overview | Ad status: All | Add filter

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$112.77/day | Optimization score: 58.1%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	18	9.33%	\$297.17
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	12	10.91%	\$292.90
[Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	x. dynamic	Eligible (Limited) Policy (Restricted medical content +1 more)	12	10.71%	\$292.31
CoolSculpting® in Chicago Freeze Away Body Fat 50% Off 16+ Treatments riversidemedicalsc.com/coolsculpting/chicago Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	21	8.54%	\$194.51
[Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 16+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	6	18.75%	\$172.61
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 16+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	2	25.00%	\$86.91
CoolSculpting® in Chicago 50% Off 16+ Treatments Our Biggest Discount Ever riversidemedicalsc.com/coolsculpting/chicago Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL. How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	7	13.21%	\$61.03
CoolSculpting® Fat Reduction 50% Off 16+ Treatments Our Biggest Discount Ever					

Google Ads | Chris Zelig | Riverside Medical SC 747-485-3321 | All campaigns | search | coolsculpting

Overview | Ad status: All | Add filter

Enabled | Status: All ads limited by policy | Type: Search | Budget: \$112.77/day | Optimization score: 58.1%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
CoolSculpting® Fat Reduction 50% Off 16+ Treatments Our Biggest Discount Ever riversidemedicalsc.com/coolsculpting/chicago Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	4	3.48%	\$40.56
Best CoolSculpting Deal Ever Freeze Away Body Fat Our Biggest Discount Ever riversidemedicalsc.com/coolsculpting/chicago Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	0. coolsculpting - general	Removed Policy (Restricted medical content +1 more)	5	10.64%	\$40.08
CoolSculpting® in Chicago 50% Off 16+ Treatments Our Biggest Discount Ever riversidemedicalsc.com/coolsculpting/chicago Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	1. coolsculpting - price	Removed Policy (Restricted medical content +1 more)	7	14.00%	\$37.81
[Dynamically generated headline] [Dynamically generated display URL] Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Arlington Heights, IL. Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 16+ CoolSculpting Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	1	8.33%	\$28.23
Fat Reduction in Chicago Freeze Away Body Fat Get Rid of Unwanted Fat riversidemedicalsc.com/coolsculpting/chicago CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	4. lipo	Removed Policy (Restricted medical content +1 more)	2	2.82%	\$9.74
[Dynamically generated headline] [Dynamically generated display URL] Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great. Don't Miss Our Biggest Promo Yet. Book A Free Consultation and Lock In Your Discount Today	x. dynamic	Removed Policy (Restricted medical content +1 more)	1	9.09%	\$4.90
[Dynamically generated headline] [Dynamically generated display URL] CoolSculpting® Reduces Fat. No Surgery & Minimal Downtime. Learn More About Freezing Fat. Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 16+ Treatments	x. dynamic	Removed Policy (Restricted medical content +1 more)	1	14.29%	\$3.83

Google Ads | Chris Zelig | Riverside Medical SC | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$112.77/day, Optimization score: 58.1%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
Total: 1,347 clicks, 7.78% CTR, \$16,905.57 cost					
Best Fat Reduction Treatment CoolSculpting Fat Freezing Save on CoolSculpting Prices	affordable cool sculpting near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
(Keyword: #1 CoolSculpting Chicago) Freeze Your Stubborn Fat Off CoolSculpting Before and After +9 more	affordable cool sculpt near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
CoolSculpting Before and After Photos. FDA-Cleared, Non-Surgical Fat Reduction. Top CoolSculpting Arlington Heights Provider - See Real CoolSculpting Results. 25% Off. CoolSculpting Targets Unwanted...	affordable cool sculpt near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Top CoolSculpting Provider CoolSculpting Patient Photos No Surgery, Pain, or Downtime	affordable cool sculpt near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
25% Off on CoolSculpting in Arlington Heights - Freeze Away Fat Without Surgery. CoolSculpting Targets Unwanted Fat that Resists Diet & Exercise. Free Consult.	affordable cool sculpt near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
CoolSculpting: 25% Off Special Safe & Effective Fat Removal Non-Surgical Fat Reduction	affordable cool sculpt near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
#1 CoolSculpting in Arlington Heights - Freeze Away Fat Without Surgery. New Clients Receive a Free Consultation + 25% Off Their First CoolSculpting Treatment.	affordable cool sculpt near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Best Fat Reduction Treatment CoolSculpting Fat Freezing Save on CoolSculpting Prices	affordable cool sculpt near me	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
(Keyword: #1 CoolSculpting Chicago) Freeze Your Stubborn Fat Off CoolSculpting Before and After +9 more	coolsculpting	Removed Ad group removed	0	-	\$0.00

Google Ads | Chris Zelig | Riverside Medical SC | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$112.77/day, Optimization score: 58.1%

Ad	Ad group	Status	Clicks	CTR	Cost
Total: Ads in your current workspace					
Total: 1,347 clicks, 7.78% CTR, \$16,905.57 cost					
Save 25% Off. Top FDA-Cleared, Non-Surgical Fat Reduction Treatment. Schedule a Free Consult.					
(Keyword: #1 CoolSculpting Chicago) Freeze Your Stubborn Fat Off CoolSculpting Before and After +9 more	coolsculpting before and after chicago love handles	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
CoolSculpting Before and After #1 CoolSculpting Chicago Freeze Your Stubborn Fat Off	coolsculpting before and after chicago love handles	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
CoolSculpting Before and After Photos. FDA-Cleared, Non-Surgical Fat Reduction. Top CoolSculpting Arlington Heights Provider - See Real CoolSculpting Results. 25% Off.	coolsculpting before and after chicago love handles	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Top CoolSculpting Provider CoolSculpting Patient Photos No Surgery, Pain, or Downtime	coolsculpting before and after chicago love handles	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
25% Off on CoolSculpting in Arlington Heights - Freeze Away Fat Without Surgery. CoolSculpting Targets Unwanted Fat that Resists Diet & Exercise. Free Consult.	coolsculpting before and after chicago love handles	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
CoolSculpting: 25% Off Special Safe & Effective Fat Removal Non-Surgical Fat Reduction	coolsculpting before and after chicago love handles	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
#1 CoolSculpting in Arlington Heights - Freeze Away Fat Without Surgery. New Clients Receive a Free Consultation + 25% Off Their First CoolSculpting Treatment.	coolsculpting before and after chicago love handles	Removed Policy (Restricted drug terms), Ad group removed	0	-	\$0.00
Total: Ads in your current workspace					
Total: 1,347 clicks, 7.78% CTR, \$16,905.57 cost					
Total: Campaign					
Total: 1,347 clicks, 7.78% CTR, \$16,905.57 cost					

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Google Ads | Chris Zelig | Riverside Medical SC | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$112.77/day, Optimization score: 58.1%

Responsive search ad

Ad strength: Excellent

Responsive search ads usually need around 2,000 impressions in the "Google Search: Top" segment over 30 days to display a rating in the Performance column. Learn more

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Non-Surgical Fat Reduction	Approved (limited)	Headline	None	Learning	1,201	Advertiser
Affordable & Quick Treatments	Approved (limited)	Headline	None	Learning	333	Advertiser
Schedule a Free Consultation	Approved (limited)	Headline	None	Learning	109	Advertiser
Fat Reduction Treatment	Approved (limited)	Headline	None	Learning	167	Advertiser
CoolSculpting Near Me	Approved (limited)	Headline	None	Learning	327	Advertiser
Freeze Your Fat Away Today	Approved (limited)	Headline	None	Learning	154	Advertiser
(Keyword: Riverside Medical)	Approved (limited)	Headline	None	Good	2,286	Advertiser
Huge CoolSculpting Promotion	Approved (limited)	Headline	None	Learning	834	Advertiser
Safe + Effective Fat Reduction	Approved (limited)	Headline	None	Learning	137	Advertiser

Google Ads | Chris Zelig | Riverside Medical SC | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$112.77/day, Optimization score: 58.1%

Responsive search ad

Ad strength: Excellent

Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Freeze Away Body Fat	Approved (limited)	Headline	None	Learning	1,693	Advertiser
Top Provider in Chicago, IL	Approved (limited)	Headline	None	Learning	30	Advertiser
Book Now for Up to \$1000 Off	-	Headline	None	-	0	Advertiser
CoolSculpting in (LOCATION)(City)	Approved (limited)	Headline	None	Good	6,299	Advertiser
Save \$1,000 On 8+ Treatments	-	Headline	None	-	0	Advertiser
Up to 25% Off CoolSculpting	-	Headline	None	-	0	Advertiser
Book Now for Up to 25% Off	-	Headline	None	-	0	Advertiser
Book Now for Up to 50% Off	-	Headline	None	-	59	Advertiser
50% Off 16+ Treatments	Approved (limited)	Headline	None	Learning	1,370	Advertiser
Save 50% Off 16+ Treatments	-	Headline	None	-	55	Advertiser
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great	Approved (limited)	Description	None	Learning	1,090	Advertiser

Google Ads | Chris Zelig | Riverside Medical SC | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$112.77/day, Optimization score: 58.1%

Responsive search ad

Ad strength: Excellent

Ad may be limited by policy: Restricted drug terms, Restricted medical content

Asset	Status	Asset type	Position pinning	Performance	Impr.	Asset source
Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	Approved (limited)	Description	None	Learning	1,090	Advertiser
How Much Does CoolSculpting Cost? Less Than You Might Think. Book A Free Consultation Now	Approved (limited)	Description	None	Learning	143	Advertiser
Don't Miss Our Biggest Promo Yet. Book a Free Consultation and Lock In Your Discount Today	Approved (limited)	Description	None	Good	6,813	Advertiser
Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Chicago, IL	-	Description	None	-	12	Advertiser
Our Biggest CoolSculpting Discount Ever. Save 50% Off 16+ Treatments of CoolSculpting.	-	Description	2nd position	-	414	Advertiser
Our Biggest CoolSculpting Discount Ever. Save Up to 50% Off 16+ CoolSculpting Treatments	-	Description	2nd position	-	659	Advertiser
Our Biggest CoolSculpting Discount Ever. Get Up to 50% Off 16+ CoolSculpting Treatments	Approved (limited)	Description	2nd position	Good	4,526	Advertiser

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Google Ads | Chris Zelig | Riverside Medical SC | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$112.77/day, Optimization score: 58.1%

Assets

Table view: Associations

Filters: All, Business name, Business logo, Sitelink, Callout, Structured snippet, Call, Price, App, Promotion

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Structured snippet									
Service catalog: CoolSculpting, Non-Surgical Liposuction, Cellulite...	search coolsculpting	Campaign	Eligible	Advertiser	8	141	5.67%	\$10.18	\$81.44
Sitelink									
CoolSculpting CoolSculpting: The Top Non-Surgical Fat Reduction Treatment. Learn More	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	862	9,640	8.94%	\$14.39	\$12,404.05
5 Star Reviews Top Provider in Arlington Heights Read Real Client Reviews.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	791	8,964	8.82%	\$14.37	\$11,369.23
Why Choose Us? Read About What Sets Us Apart from Other Medspas in Chicago.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	689	8,382	8.22%	\$13.69	\$9,432.86
Book a Free Consultation Contact Us Today to Schedule Your Free Consultation.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	477	6,196	7.70%	\$14.75	\$7,036.12
About Us Learn More About Our Team of Experienced Physicians.	Account	Account	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	419	6,177	6.78%	\$12.96	\$5,431.17

Google Ads | Chris Zelig | Riverside Medical SC | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$112.77/day, Optimization score: 58.1%

Assets

Filters: Asset status: All, Asset type: All, Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Callout									
FDA Cleared	search coolsculpting	Campaign	Eligible	Advertiser	145	1,948	7.44%	\$15.98	\$2,316.89
Freeze Your Fat	search coolsculpting	Campaign	Eligible	Advertiser	141	1,744	8.08%	\$14.44	\$2,036.10
Highlights: No Surgery	search coolsculpting	Campaign	Eligible	Advertiser	113	1,540	7.34%	\$17.36	\$1,961.61
Nonsurgical Fat Reduction	search coolsculpting	Campaign	Eligible	Advertiser	121	1,440	8.40%	\$16.15	\$1,954.58
Liposuction Alternative	search coolsculpting	Campaign	Eligible	Advertiser	109	1,484	7.35%	\$15.12	\$1,648.43
Up to 50% Off	search coolsculpting	Campaign	Removed	Advertiser	9	197	4.57%	\$12.29	\$110.60
Contact Us + Free Consult	Account	Account	Eligible	Advertiser	2	5	40.00%	\$12.20	\$24.99
5-Star Rated Medspa	Account	Account	Eligible	Advertiser	2	12	16.67%	\$9.01	\$18.01
Promotion									
Fall Sale - Up to 50% off 16+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	383	4,520	8.47%	\$12.84	\$4,917.66
Summer Sale - Up to 50% off 16+ Treatments	search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	306	3,333	9.18%	\$11.81	\$3,613.88
Winter Sale - Up to 50% off 16+ Treatments	search coolsculpting	Campaign	Eligible (Limited) Policy (Restricted medical content +1 more)	Advertiser	91	850	10.71%	\$14.05	\$1,278.89
Winter Sale - Up to 25% off CoolSculpting	search coolsculpting	Campaign	Removed Policy (Restricted medical content +1 more)	Advertiser	0	0	-	-	\$0.00

Google Ads | Chris Zelig | Riverside Medical SC | All campaigns | search | coolsculpting

Overview: Enabled, Status: All ads limited by policy, Type: Search, Budget: \$112.77/day, Optimization score: 58.1%

Assets

Filters: Asset status: All, Asset type: All, Add filter

Asset	Added to	Level	Status	Source	Clicks	Impr.	CTR	Avg. CPC	Cost
Call									
847-749-4306	Account	Account	Eligible	Advertiser	69	1,171	5.89%	\$20.35	\$1,404.25
847-749-4306	Account	Account	Eligible	Advertiser	0	0	-	-	\$0.00
Total: Sitelinks					870	9,725	8.95%	\$14.36	\$12,490.53
Total: Callouts					276	3,634	7.59%	\$15.53	\$4,287.13
Total: Structured snippets					8	141	5.67%	\$10.18	\$81.44
Total: Calls					69	1,171	5.89%	\$20.35	\$1,404.25
Total: Promotions					780	8,703	8.96%	\$12.58	\$9,810.43

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Some inventory may be provided through third party intermediaries. You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

Google Ads | Riverside Medical (253755596) | Updated 8 minutes ago

Terms update coming in January We're updating the Self-Serve Ad Terms on January 3, 2023

Campaigns

1 selected

Off / On	Campaign	Delivery	Bid strategy	Budget	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Lin
<input checked="" type="checkbox"/>	Coolsculpting - Conversions	Ad set error(s)	Highest volume	\$33.30 Daily	7-day click or ...	366 Website Leads	35,456	160,711	\$11.48 Per Lead	\$4,203.35	Ongoing	
<input type="checkbox"/>	Coolsculpting - Traffic	Off	Highest volume	\$33.30 Daily	28-day click o...	Link Click	-	-	-	\$0.00	Ongoing	
<input type="checkbox"/>	Coolsculpting - Conversions (old)	Off	Highest volume	\$33.30 Daily	Multiple attrib...	Multiple conversions	-	-	-	\$0.00	Ongoing	
<input type="checkbox"/>	Post: "We are excited to announce that we will..."	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	-	\$0.00	Jul 24, 2018	
<input type="checkbox"/>	Event: STAY COOL This Summer	Off	Using ad set bi...	Using ad set b...	28-day click o...	Event Response	-	-	-	\$0.00	Jun 21, 2018	
<input type="checkbox"/>	Post: "#sistersculptingsquad. Come see us si..."	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	-	\$0.00	Jun 3, 2018	
<input type="checkbox"/>	Post: "#sistersculptingsquad COME MEET A ..."	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	-	\$0.00	Mar 5, 2018	
<input type="checkbox"/>	Post: "So, people have asked "does CoolSculp..."	Off	Using ad set bi...	Using ad set b...	28-day click o...	Messaging Convers...	-	-	-	\$0.00	Jan 27, 2018	
<input type="checkbox"/>	Post: "Need to still give a gift for the holidays..."	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	-	\$0.00	Dec 21, 2017	
<input type="checkbox"/>	Post: "We are hosting a Cool Event on Nov 15..."	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	-	\$0.00	Nov 8, 2017	
<input type="checkbox"/>	Post: "Our practice has recently grown by 1 p..."	Off	Using ad set bi...	Using ad set b...	28-day click o...	Post Engagement	-	-	-	\$0.00	Oct 6, 2017	
<input type="checkbox"/>	Post: "Our practice has recently grown by 1 p..."	Off	Using ad set bi...	Using ad set b...	28-day click o...	Link Click	-	-	-	\$0.00	Oct 6, 2017	
Results from 17 campaigns						Multiple attrib...	35,456 People	160,711 Total	-	\$4,203.35 Total Spent		

Google Ads | Riverside Medical (253755596) | Updated just now

Terms update coming in January We're updating the Self-Serve Ad Terms on January 3, 2023

Ads

Ad delivery is Active and 5 more | Impressions (Ad) > 0

1 selected

Off / On	Ad	Last significant edit	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
<input type="checkbox"/>	CS - Image - Sitting	Dec 5, 2022, 10:0... 18 days ago	7-day click or ...	346 Website Leads	32,384	154,097	\$11.37 Per Lead	-	-	-	\$3,934.02
<input type="checkbox"/>	CS - Video - Alysson	Dec 5, 2022, 10:0... 18 days ago	7-day click or ...	8 Website Leads	2,153	2,894	\$16.33 Per Lead	-	-	-	\$130.66
<input type="checkbox"/>	CS - Video - David	Dec 5, 2022, 10:0... 18 days ago	7-day click or ...	8 Website Leads	652	874	\$6.88 Per Lead	-	-	-	\$55.06
<input type="checkbox"/>	CS - Video - UGC Standing	Dec 5, 2022, 10:0... 18 days ago	7-day click or ...	1 Website Lead	801	995	\$33.33 Per Lead	-	-	-	\$33.33
<input type="checkbox"/>	CS - Video - UGC Sitting	Dec 5, 2022, 10:0... 18 days ago	7-day click or ...	1 Website Lead	1,068	1,288	\$30.64 Per Lead	-	-	-	\$30.64
<input type="checkbox"/>	CS - Video - Chinae	Dec 5, 2022, 10:0... 18 days ago	7-day click or ...	-	215	305	-	-	-	-	\$8.76
<input type="checkbox"/>	CS - Image - Procedure	Dec 5, 2022, 10:0... 18 days ago	7-day click or ...	2 Website Leads	172	201	\$3.66 Per Lead	-	-	-	\$7.32
<input type="checkbox"/>	CS - Image - Offer	Dec 5, 2022, 10:0... 18 days ago	7-day click or ...	-	40	57	-	-	-	-	\$3.56
Results from 8 ads					366 Website Leads	35,456 People	160,711 Total	\$11.48 Per Lead	-	-	\$4,203.35 Total Spent

Ads Riverside Medical (253755596)

Terms update coming in January We're updating the Self-Serve Ad Terms on January 3, 2022

Ad delivery is Active and 5 more Impressions (Ad) > 0 Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

<input type="checkbox"/>	<input type="checkbox"/>	CS - Image - Sitting	Dec 5, 2022, 10:18 days ago
<input checked="" type="checkbox"/>	<input type="checkbox"/>	CS - Video - Alysson	Dec 5, 2022, 10:18 days ago
<input type="checkbox"/>	<input type="checkbox"/>	CS - Video - David	Dec 5, 2022, 10:18 days ago
<input type="checkbox"/>	<input type="checkbox"/>	CS - Video - UGC Standing	Dec 5, 2022, 10:18 days ago
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<input type="checkbox"/>	<input type="checkbox"/>	CS - Video - Chinae	Dec 5, 2022, 10:18 days ago
<input type="checkbox"/>	<input type="checkbox"/>	CS - Image - Procedure	Dec 5, 2022, 10:18 days ago
<input type="checkbox"/>	<input type="checkbox"/>	CS - Image - Offer	Dec 5, 2022, 10:18 days ago


Results from 8 ads

View preview Mobile Feed

Riverside Medical Sponsored

CoolSculpting is the #1 non-surgical fat reduction treatment. Learn more at <https://riversidemedicalsc.com/coolsculpting/>

CoolSculpting® is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.



riversidemedicalsc.com
50% Off 16+ Treatments
Book a Free Consultation

Learn more

Amalia Badrina ... 2 comments 2 shares

Like Comment Share

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Updated just now Discard drafts Review and publish

Read the terms

Clear Jul 1, 2022 - Dec 23, 2022

Ads 1 selected

View Setup Columns: Custom Breakdown Reports

Cost per result	Quality ranking Ad relevance ...	Engagement rate ranking Ad relevance ...	Conversion rate ranking Ad relevance ...	Amount spent
\$11.37 Per Lead	—	—	—	\$3,934.02
\$16.33 Per Lead	—	—	—	\$130.66
\$6.88 Per Lead	—	—	—	\$55.06
\$33.33 Per Lead	—	—	—	\$33.33
\$30.64 Per Lead	—	—	—	\$30.64
Per Lead	—	—	—	\$8.76
\$3.66 Per Lead	—	—	—	\$7.32
Per Lead	—	—	—	\$3.56
\$11.48 Per Lead	—	—	—	\$4,203.35 Total Spent

Ads Riverside Medical (253755596)

Terms update coming in January We're updating the Self-Serve Ad Terms on January 3, 2022

Ad delivery is Active and 5 more Impressions (Ad) > 0 Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

<input type="checkbox"/>	<input type="checkbox"/>	CS - Image - Sitting	Dec 5, 2022, 10:18 days ago
<input checked="" type="checkbox"/>	<input type="checkbox"/>	CS - Video - Alysson	Dec 5, 2022, 10:18 days ago
<input type="checkbox"/>	<input type="checkbox"/>	CS - Video - David	Dec 5, 2022, 10:18 days ago
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<input type="checkbox"/>	<input type="checkbox"/>	CS - Image - Procedure	Dec 5, 2022, 10:18 days ago
<input type="checkbox"/>	<input type="checkbox"/>	CS - Image - Offer	Dec 5, 2022, 10:18 days ago


Results from 8 ads

View preview Mobile Feed

Riverside Medical Sponsored

CoolSculpting is the #1 non-surgical fat reduction treatment. Learn more at <https://riversidemedicalsc.com/coolsculpting/>

CoolSculpting® is FDA-cleared to treat visible fat bulges in 9 areas of the body. Some common side effects include temporary numbness, discomfort, and swelling.



riversidemedicalsc.com
50% Off 16+ Treatments
Book a Free Consultation

Learn more

Flor Ventura and 14 others 3 shares

Like Comment Share

Full Size Preview

Close

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Read the terms

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\$11.37 Per Lead	—	—	—	\$3,934.02
\$16.33 Per Lead	—	—	—	\$130.66
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\$33.33 Per Lead	—	—	—	\$33.33
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Per Lead	—	—	—	\$8.76
\$3.66 Per Lead	—	—	—	\$7.32
Per Lead	—	—	—	\$3.56
\$11.48 Per Lead	—	—	—	\$4,203.35 Total Spent

Ads Riverside Medical (253755596)

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Campaigns 1 selected

Off / On Ad Last significant edit

<input type="checkbox"/>	<input type="checkbox"/>	CS - Image - Sitting	Dec 5, 2022, 10:18 days ago
<input type="checkbox"/>	<input type="checkbox"/>	CS - Video - Alysson	Dec 5, 2022, 10:18 days ago
<input checked="" type="checkbox"/>	<input type="checkbox"/>	CS - Video - David	Dec 5, 2022, 10:18 days ago
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<input type="checkbox"/>	<input type="checkbox"/>	CS - Image - Procedure	Dec 5, 2022, 10:18 days ago
<input type="checkbox"/>	<input type="checkbox"/>	CS - Image - Offer	Dec 5, 2022, 10:18 days ago

Results from 8 ads

Ad preview 20 placements

Facebook Feeds

No permission to access this profile
You don't have required permission to access this profile

See variations

Advanced preview Share

Feeds

Stories and Reels

Ad rendering and interaction may vary based on device, format and other factors.

OK

Updated just now Discard drafts Review and publish

Read the terms

Clear Jul 1, 2022 - Dec 23, 2022

Ads 1 selected

View Setup Columns: Custom Breakdown Reports

Cost per result	Quality ranking Ad relevance ...	Engagement rate ranking Ad relevance ...	Conversion rate ranking Ad relevance ...	Amount spent
\$11.37 Per Lead	—	—	—	\$3,934.02
\$16.33 Per Lead	—	—	—	\$130.66
\$6.88 Per Lead	—	—	—	\$55.06
\$33.33 Per Lead	—	—	—	\$33.33
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Per Lead	—	—	—	\$3.56
\$11.48 Per Lead	—	—	—	\$4,203.35 Total Spent

Ads Riverside Medical (253755596)

Terms update coming in January We're updating the Self-Serve Ad Terms on January 3, 2022

Ad delivery is Active and 5 more Impressions (Ad) > 0 Search and filter

Campaigns 1 selected

Off / On Ad Last significant edit

<input type="checkbox"/>	<input type="checkbox"/>	CS - Image - Sitting	Dec 5, 2022, 10:18 days ago
<input type="checkbox"/>	<input type="checkbox"/>	CS - Video - Alysson	Dec 5, 2022, 10:18 days ago
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Results from 8 ads

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Ads 1 selected

View Setup Columns: Custom Breakdown Reports

Cost per result	Quality ranking Ad relevance ...	Engagement rate ranking Ad relevance ...	Conversion rate ranking Ad relevance ...	Amount spent
\$11.37 Per Lead	—	—	—	\$3,934.02
\$16.33 Per Lead	—	—	—	\$130.66
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Per Lead	—	—	—	\$3.56
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Results from 8 ads

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See variations

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Updated just now Discard drafts Review and publish

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Campaigns 1 selected

+ Create Edit A/B Test

Off / On	Ad	Last significant edit
<input type="checkbox"/>	CS - Image - Sitting	Dec 5, 2022, 10:18 days ago
<input type="checkbox"/>	CS - Video - Alysson	Dec 5, 2022, 10:18 days ago
<input type="checkbox"/>	CS - Video - David	Dec 5, 2022, 10:18 days ago
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<input type="checkbox"/>	CS - Image - Procedure	Dec 5, 2022, 10:18 days ago
<input type="checkbox"/>	CS - Image - Offer	Dec 5, 2022, 10:18 days ago

Results from 8 ads

Ad preview

20 placements Advanced preview Share

Facebook Feeds

Preview Not Available for Your Ad
 Cannot preview your Ad because you do not have permission to load some components of the Ad. Please check the permission to all the components.

See variations

Ad rendering and interaction may vary based on device, format and other factors.

OK

Cost per result	Quality ranking Ad relevance ...	Engagement rate ranking Ad relevance ...	Conversion rate ranking Ad relevance ...	Amount spent
\$11.37 Per Lead	—	—	—	\$3,934.02
\$16.33 Per Lead	—	—	—	\$130.66
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Results from 8 ads

Ad preview

20 placements Advanced preview Share

Facebook Feeds

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See variations

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OK

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\$16.33 Per Lead	—	—	—	\$130.66
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Ads Riverside Medical (253755596)

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Campaigns 1 selected

+ Create Edit A/B Test

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Results from 8 ads

Ad preview

20 placements Advanced preview Share

Facebook Feeds

No permission to access this profile
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See variations

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OK

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\$11.37 Per Lead	—	—	—	\$3,934.02
\$16.33 Per Lead	—	—	—	\$130.66
\$6.88 Per Lead	—	—	—	\$55.06
\$33.33 Per Lead	—	—	—	\$33.33
\$30.64 Per Lead	—	—	—	\$30.64
— Per Lead	—	—	—	\$8.76
\$3.66 Per Lead	—	—	—	\$7.32
— Per Lead	—	—	—	\$3.56
\$11.48 Per Lead	—	—	—	\$4,203.35 Total Spent

COOLSCULPTING MARKETING

Guava Jelly
12 E 22nd ST
PHF
New York City, New York NY, 10010
United States

6467023480

BILL TO
Riverside Medical
Diane Martin

dianemartin.rsm@gmail.com

Invoice Number: 2020_DM_124

Invoice Date: July 1, 2022

Payment Due: July 1, 2022

Amount Due (USD): \$0.00

Services	Quantity	Price	Amount
Coolsculpting Monthly Marketing COOLSCULPTING Digital Marketing & Content Management - Manage & optimize CoolSculpting digital marketing campaigns on Google Adwords -Optin technology to increase Coolsculpting conversions. - Call tracking	1	\$1,000.00	\$1,000.00

Total: \$1,000.00

Payment on July 1, 2022 using  ending in 4840: \$1,000.00

Amount Due (USD): \$0.00

COOLSCULPTING MARKETING

Guava Jelly
12 E 22nd ST
PHF
New York City, New York NY, 10010
United States

6467023480

BILL TO
Riverside Medical
Diane Martin

dianemartin.rsm@gmail.com

Invoice Number: 2020_DM_128

Invoice Date: August 1, 2022

Payment Due: August 1, 2022

Amount Due (USD): \$0.00

Services	Quantity	Price	Amount
Coolsculpting Monthly Marketing COOLSCULPTING Digital Marketing & Content Management - Manage & optimize CoolSculpting digital marketing campaigns on Google Adwords -Optin technology to increase Coolsculpting conversions. - Call tracking	1	\$1,000.00	\$1,000.00
CoolSculpting Website Optimization + Content Creation Optimization of the new CoolSculpting page (comped) new before and after page (billed)	6.25	\$200.00	\$1,250.00
discount VIP Client - free coolsculpting page upgrade	1	(\$1,000.00)	(\$1,000.00)

Total: \$1,250.00

Payment on August 1, 2022 using  ending in 4840: \$1,250.00

Amount Due (USD): \$0.00

COOLSCULPTING MARKETING

Guava Jelly
12 E 22nd ST
PHF
New York City, New York NY, 10010
United States
6467023480

BILL TO
Riverside Medical
Diane Martin
dianemartin.rsm@gmail.com

Invoice Number: 2020_DM_132
Invoice Date: September 1, 2022
Payment Due: September 1, 2022

Amount Due (USD): \$0.00

Services	Quantity	Price	Amount
Coolsculpting Monthly Marketing COOLSCULPTING Digital Marketing & Content Management - Manage & optimize CoolSculpting digital marketing campaigns on Google Adwords -Optin technology to increase Coolsculpting conversions. - Call tracking	1	\$1,000.00	\$1,000.00
CoolSculpting Website Optimization + Content Creation Optimization of the new CoolSculpting page (comped) new before and after page (billed)	6.25	\$200.00	\$1,250.00
discount VIP Client - free coolsculpting page upgrade	1	(\$1,000.00)	(\$1,000.00)

Total: \$1,250.00

Payment on September 1, 2022 using  ending in 4840: \$1,250.00

Amount Due (USD): \$0.00

COOLSCULPTING MARKETING

Guava Jelly
12 E 22nd ST
PHF
New York City, New York NY, 10010
United States
6467023480

BILL TO
Riverside Medical
Diane Martin
dianemartin.rsm@gmail.com

Invoice Number: 2020_DM_135
Invoice Date: October 1, 2022
Payment Due: October 1, 2022

Amount Due (USD): \$0.00

Services	Quantity	Price	Amount
Coolsculpting Monthly Marketing COOLSCULPTING Digital Marketing & Content Management - Manage & optimize CoolSculpting digital marketing campaigns on Google Adwords -Optin technology to increase Coolsculpting conversions. - Call tracking	1	\$1,000.00	\$1,000.00
discount overbill	1	(\$250.00)	(\$250.00)

Total: \$750.00

Payment on October 1, 2022 using  ending in 4840: \$750.00

Amount Due (USD): \$0.00

COOLSCULPTING MARKETING

Guava Jelly
12 E 22nd ST
PHF
New York City, New York NY, 10010
United States

6467023480

BILL TO
Riverside Medical
Diane Martin

dianemartin.rsm@gmail.com

Invoice Number: 2020_DM_138

Invoice Date: November 1, 2022

Payment Due: November 1, 2022

Amount Due (USD): \$0.00

Services	Quantity	Price	Amount
Coolsculpting Monthly Marketing COOLSCULPTING Digital Marketing & Content Management - Manage & optimize CoolSculpting digital marketing campaigns on Google Adwords -Optin technology to increase Coolsculpting conversions. - Call tracking	1	\$1,000.00	\$1,000.00

Total: \$1,000.00

Payment on November 1, 2022 using  ending in 4840: \$1,000.00

Amount Due (USD): \$0.00

COOLSCULPTING MARKETING

Guava Jelly
12 E 22nd ST
PHF
New York City, New York NY, 10010
United States

6467023480

BILL TO
Riverside Medical
Diane Martin

dianemartin.rsm@gmail.com

Invoice Number: 2020_DM_141

Invoice Date: December 1, 2022

Payment Due: December 1, 2022

Amount Due (USD): \$0.00

Services	Quantity	Price	Amount
Coolsculpting Monthly Marketing COOLSCULPTING Digital Marketing & Content Management - Manage & optimize CoolSculpting digital marketing campaigns on Google Adwords -Optin technology to increase Coolsculpting conversions. - Call tracking	1	\$1,000.00	\$1,000.00

Total: \$1,000.00

Payment on December 1, 2022 using  ending in 4840: \$1,000.00

Amount Due (USD): \$0.00